



# Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 5, Issue 6 November-December 2003

## SEASON'S GREETINGS

This issue features new and/or updated information about mammography and breast cancer-related promotional activities of the Centers for Medicare & Medicaid Services (CMS) and our partners, including:

- an introduction to mammography outreach provided by the CMS's New York Regional Office via a monthly cable program (page 2)
- an update on the national partnership efforts of CMS and the National Cancer Institute (page 3)
- a report of a local breast cancer awareness event, which included a collaboration by Ohio KePRO, the Quality Improvement Organization in Ohio, and the Mary Kay Ash Charitable Foundation (page 4)
- a recently-updated internet-based resource for evidence-based cancer control, Cancer Control PLANET (page 5)

We continue to encourage you to submit articles or ideas for upcoming issues of the Not Just Once Newsletter. Please send these – or any comments – to Editor Maribeth Fonner, [mfonner@cms.hhs.gov](mailto:mfonner@cms.hhs.gov) or phone (816) 426-6347.

Sincerely,

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## CMS's New York Regional Office Promotes Mammography During Local Television Program

-Norma Y. Harris

The Centers for Medicare & Medicaid Services (CMS) staff in the New York Regional Office, with the help of the Brooklyn Borough President's Office and in partnership with Brooklyn Community Access Television (BCAT), produces its own monthly 30-minute show, "CMS & YOU." The show provides a regionally coordinated information forum about Medicare, Medicaid, State Children's Health Insurance Program (SCHIP) and other health issues.

The New York Regional Office's Beneficiary Outreach Team piloted this project to get comprehensive healthcare information to Brooklyn residents using minimum resources. Volunteers from the Divisions of Medicare Operations, Medicaid, SCHIP, Survey and Certification, and the Office of the Regional

Administrator formed the BCAT team to accomplish this goal. Produced live to tape, 2½ million viewers can tune into the show each Monday on many UHF, Cablevision and Time Warner channels.

On October 3, 2003, CMS staff produced the 4th monthly "CMS & YOU" show, entitled "Breast Cancer Awareness and Preventive Services." This show aired on the Brooklyn Community Access Television network four times each Monday during the month of October, National Breast Cancer Awareness Month. The guest was Ms. Anita Redrick McFarlane, the Partnership Program Manager of the Cancer Information Service, housed at Memorial Sloan-Kettering Cancer Center. She has primary responsibility for designing, implementing and evaluating cancer education programs, with an emphasis on

working with medically underserved populations.

Ms. McFarlane provided insightful information about risk factors and reasons why people fail to take advantage of screening services for breast, cervical, colorectal, and prostate cancer. She also reviewed the National Cancer Institute's recommendations for cancer screening. The show featured discussion of Medicare- and Medicaid-covered preventive and screening services, as well as public service announcements addressing mammography, diabetes and colorectal cancer screening.

*Ms. Harris is a Health Insurance Specialist with the Division of Medicare Operations in CMS's New York Regional Office. She is the Regional Mammography Coordinator for Region II.*



CMS & YOU" - CMS hosts Norma Y. Harris and Iris A. Bermudez with guest Anita Redrick McFarlane

## NCI-CMS Mammography Promotion: An Update

-Sharon Ballard

### Asian Language Brochure Distribution

As highlighted in the May-June 2002 issue of the Not Just Once Newsletter, the National Cancer Institute (NCI) and the Centers for Medicare & Medicaid Services (CMS) worked in partnership to develop an information resource to educate high-risk Asian-American and Pacific Islander (AAPI) women about the importance of regularly-scheduled mammograms. This joint work resulted in a brochure, adapted from one originally created by CMRI, the Quality Improvement Organization in California. The brochure was translated from English into Chinese, Vietnamese and Tagalog.

During Summer 2003, this new resource was disseminated to geographic areas with high concentrations of AAPI women. Four distribution and promotion strategies were used: phone outreach; on-line access; promotion at conferences; and direct mailings. Each of these approaches is currently being evaluated to determine how well distribution was accomplished. Order data is being analyzed and in-depth interviews are being conducted with key organizations. Ultimately, NCI and CMS would like to discover how effective the brochure was in motivating AAPI women to seek mammography screening.

### Strategic Planning

Since the major tasks are completed on the AAPI project, the partnership team has turned its attention

to the broader undertaking of developing ways to increase rates of mammography screening, particularly among underserved women. In order to do this, it's necessary to identify who these underserved women are, review factors that place them at risk for poor breast health outcomes, and analyze educational strategies that can raise their rates of mammography screening. At this time, team members are gathering the background data needed to analyze and draw conclusions. They are reviewing epidemiological trends; social, demographic, and economic factors; studies in the behavioral literature on increasing mammography rates; educational interventions and products by NCI grant recipients; and activities and products offered by national organizations. As part of this review and analysis, a comprehensive plan is being developed for a breast health education program. The goal will be to help reduce the burden of late-stage breast cancer in the United States by increasing awareness and use of mammography screening. To accomplish this goal, the NCI-CMS partnership team will develop and disseminate educational resources to:

- increase mammography rates, especially among underserved women, and those most at risk of late detection and poor health outcomes,
- increase the percentages of health care providers who recommend that their female patients age 40 or older have a screening mammogram every 1-2 years,

- foster partnerships and collaborations with government agencies and non-governmental organizations to reach out to women at risk.

Work in 2003 will summarize the findings from the background review and finalize the program plan. Highlights of these findings and more details of NCI-CMS joint efforts on mammography screening activities will follow in future issues of the Not Just Once Newsletter. For more information, please contact Carol Sienche, Public Health Educator with NCI's Office of Education and Special Initiatives at [sienchec@mail.nih.gov](mailto:sienchec@mail.nih.gov)

*Ms. Ballard is a NIH Management Intern with the National Cancer Institute's Office of Education and Special Initiatives.*

To read back issues of the **Not Just Once** Newsletter, please visit the website: [www.cms.hhs.gov/preventiveservices/1a.asp](http://www.cms.hhs.gov/preventiveservices/1a.asp)





## Ohio KePRO Partners with Mary Kay Ash Charitable Foundation for Breast Cancer Awareness Event

*-Theresa Karpinski, RN, BSN, MEd*

To increase awareness of early diagnosis through the use of mammography screening, Ohio KePRO, the Ohio Quality Improvement Organization, is active in the community. One ongoing activity on a local level includes partnering with Linda M. DaMert, a Mary Kay Independent Sales Director in Ohio, and the Independent Beauty Consultants under her leadership. Mary Kay beauty consultants have been distributing flyers and placing stickers on sales receipts, reminding their customers to have an annual screening mammogram. At every appropriate opportunity, the consultants, who are committed to Mary Kay's legacy for enriching women's lives, reinforce the importance of regular screening mammography to their customers.

The mission of the Mary Kay Ash Charitable Foundation (MKACF) – which was established in 1996 as a result of Mary Kay's encounter with cancer – is two-fold:

- It is committed to eliminating cancers affecting women through support of medical scientists who are searching for a cure for breast, uterine, cervical and ovarian cancers.
- It is committed to ending the epidemic of violence against women by providing grants to women's shelters and supporting community outreach programs.

The partnership between the MKACF and Ohio KePRO took on a new

dimension this year when Ohio KePRO and Linda DaMert, on behalf of the MKACF, collaborated with Westfield Shoppingtown Southpark in Strongsville, Ohio on a Breast Cancer Awareness outreach event, which was held October 18-19, 2003. Ohio KePRO hosted an information booth that distributed customer-friendly information on mammography rates among women with Medicare as well

as educational literature including select pieces from the Not Just Once, but for a Lifetime collection.

As Saturday October 18 was Sweetest Day, Ohio KePRO created and distributed a Sweetest Day card that could be sent to a female loved one reminding her how important she

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## New Web-based Tools for Developing Comprehensive Cancer Control Programs Released

**Editor's Note: This press release is being reprinted now because the Cancer Control PLANET web portal was recently updated to include breast cancer screening resources.**

April 24, 2003 – As part of a public-private effort, the National Cancer Institute (NCI), the Centers for Disease Control and Prevention (CDC), and the Substance Abuse and Mental Health Services Administration (SAMHSA) today announced new Web-based tools for comprehensive cancer planning, implementation, and evaluation. All of the tools are available through a new Web portal called the Cancer Control PLANET (Plan, Link, Act, Network with Evidence-based Tools) and were developed in collaboration with the American Cancer Society (ACS). PLANET (<http://cancercontrolplanet.cancer.gov>) serves as a doorway to new evidence-based tools that can help communities better understand and address their cancer burden.

According to PLANET development team director, Jon Kerner, PhD of NCI, "Cancer control programs at the state and community level are often developed on an 'ad hoc' basis. PLANET helps take the guesswork out of program planning and implementation by providing easy access to a set of evidence-based tools – including the latest cancer and risk factor statistics and research-tested programs."

Comprehensive cancer control is an integrated and coordinated approach to reducing incidence,

morbidity and mortality through prevention, early detection, treatment and rehabilitation. States and communities can use these tools to plan, implement and evaluate evidence-based comprehensive cancer control programs to help minimize suffering and death from cancer.

Cancer control programs often have prevention at their core. The U. S. Department of Health and Human Services (HHS) recently held a national summit in Baltimore, MD, Steps to a HealthierUS: Putting Prevention First, to highlight policies that promote health and focus attention on the urgency of prevention. According to HHS Secretary Tommy Thompson, "The launch of PLANET is important because many of its key elements can be used to advance the goals of our 'Steps to a HealthierUS.'"

Through PLANET, cancer control planners, program staff and researchers can answer important questions using these five key steps:

- Step 1 – Assess Program Priorities (Whom do you want to reach?) Identify populations at risk with data from NCI and CDC's new State Cancer Profiles Web site. This user-friendly site provides interactive examples of cancer, risk factors, and demographic statistics for the nation, states, and counties, and can help target efforts toward specific cancer types, geographic areas or population groups at greatest risk of developing or dying from cancer.
- Step 2 – Identify Potential Partners (With whom do you want to work?) Find partners for comprehensive cancer control using regional, state and territorial contact information for the United States. This Web site was developed collaboratively by the ACS, CDC and NCI.
- Step 3 – Determine Effectiveness of Different Intervention Approaches (What works?) Examine different intervention approaches to reducing cancer incidence and mortality through the CDC's Guide to Community Preventive Services. This site links information about changing health risk behaviors and addressing specific health conditions and the environment in which they occur.
- Step 4 – Find Research-Tested Intervention Programs (RTIPs) (What tested programs and products are available for immediate use?) Find research-tested cancer prevention and control intervention programs and products, many of which can be downloaded or ordered free of charge. The RTIPs Web site was developed collaboratively by NCI and SAMHSA.

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**Ohio KePRO Partners with Mary Kay Ash Charitable Foundation...**  
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is, and encouraging her to get a mammogram. Together, Ohio KePRO and its Mary Kay partners recruited breast cancer survivors as models for fashion shows, which were highlighted events on both Saturday and Sunday. Ohio KePRO provided commentary on breast cancer statistics in Ohio, and the local region, and it also shared myths and facts about breast cancer.

In tribute to the models, and all breast cancer survivors, the Mary Kay consultants provided assistance with the models' makeup. The consultants recognize that each year, nearly 300,000 women in the U.S. have the same story to tell: One day, you are going through life as a mother, daughter, sister, friend or career professional; suddenly, the next day, you are a woman with cancer who is facing the fight of her life.

Westfield Shoppingtown Southpark's officials estimate the center had more than 100,000 visitors that weekend. Most passed by or stopped

at the Ohio KePRO and Mary Kay booths. Women from at least eight surrounding and distant counties visited the booths. Their reactions to the breast cancer rates in Ohio, as well as the low number of mammograms received by women with Medicare, ranged from disbelief to comments that mammograms just were not for them. Some women proudly stated that they never miss undergoing the yearly procedure. Many women took the Sweetest Day card for their sisters or mothers. A few men and young children took them as well, intending to give them to a loved one.

For Ohio KePRO, the event was an opportunity to get out its lifesaving message in an interactive, fun manner. For the Mary Kay consultants, it was "the most rewarding day they have ever experienced." According to Linda DaMert, each felt as if they "made a huge difference in many lives. If even one of the people we talked to and shared information on mammography is motivated to be examined, then we did a great job."

For both the Mary Kay consultants and Ohio KePRO, it was an example

of how an unconventional event could be both successful and promote continued collaboration.

University Hospital's Ireland Cancer Center at Southwest General Health Center, and several of Westfield Shoppingtown Southpark's beauty salons and women's apparel stores also participated in the Breast Cancer Awareness event. The local NBC affiliate and Sun Newspaper provided media coverage.

Ohio KePRO also partners with more conventional national organizations and statewide breast cancer coalitions including the National Quality Forum's Consumer-Focused Measures of Mammography Center Quality Committee, Ohio Partners for Cancer Control, the Ohio Breast and Cervical Cancer Coalition, and the Tri-County Breast Cancer Coalition.

For further information on Ohio KePRO please visit its Web site at [www.ohiokepro.com](http://www.ohiokepro.com)

*Ms. Karpinski is a Quality Improvement Project Leader for breast cancer with Ohio KePRO, the Quality Improvement Organization in Seven Hills, OH.*

**New Web-based Tools...**  
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- Step 5 – Plan and Evaluate Your Program (What guidelines are available to assist in planning and evaluating comprehensive cancer control programs?) Tools include the CDC Guidance for Comprehensive Cancer Control Planning.

This launch is just the beginning for the PLANET Web portal. In addition

to the currently available resources on tobacco control and physical activity, in the near future PLANET will include resources on sun safety; breast, cervical and colorectal cancer screening; informed decision-making interventions for screening where benefits are uncertain (e.g. prostate cancer); and "5 to 9 A Day" fruit and vegetable dietary interventions. The overall goal is to speed the translation of science into practice and close the gap between research discovery and program

delivery, thereby helping to deliver the highest quality cancer control services to all who need them.

This National Cancer Institute press release is available on the web at [www.cancer.gov/newscenter/pressreleases/planet](http://www.cancer.gov/newscenter/pressreleases/planet)



## CMS's Regional Mammography Coordinators

CMS's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects geared to older women. We encourage you to make contact with our coordinators, listed below and learn more about how we can be of assistance to you.

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[lmatos@cms.hhs.gov](mailto:lmatos@cms.hhs.gov)



## Order Form - Mammograms NCI / CMS Materials



Name:		Fax:		
Organization & Shipping Address (no P.O. boxes):		Phone:		
Email:				
City:	State:	Zip Code:		
Title & Contents Description	Language	Inventory Number	Size	Quantity
<b>Mammograms... Not Just Once, But for a Lifetime</b> Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000)	English Spanish	H496 H497	8½ x 11	
<b>Mammograms for Older Women Poster</b> Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings. (minimum order: 20, maximum 5000)	English Spanish	G500 G501	11 x 17	
<b>Mammograms for Older Women Bookmark</b> Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
<b>Ad Slicks</b> Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
<b>Breast &amp; Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care</b> This 205-page guide addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
<b>Mammogram Reminder Pad</b> A pad for clinicians with fifty-tear off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment.	English	Z448		
<b>"Do it for yourself, Do it for your family"</b> Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the US. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the US. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage	English Chinese Vietnamese Tagalog	P048 P082 P089 P141		

**Mail order form to:**  
 National Cancer Institute  
 P.O. Box 24128  
 Baltimore, MD 21227

**OR**

**Fax order form to:**  
 410-646-3117

*If receipt of your order is not confirmed the same day by fax or email, please re-send.*

*Orders take 7-10 days to process and deliver via UPS.*

*Call Dawn Brown in the Distribution Center at 410-644-6538 for questions.*